DESTINATION: SUCCESS

5 Ways to Make the Most of the Marlboro Unlimited Promotion

1. **MAKE SURE CONSUMERS KNOW YOUR STORE IS A PART OF MARLBORO UNLIMITED.** After Marlboro Unlimited ads hit the newsstand, consumers everywhere are going to be on the lookout for the catalogs, sweepstakes entry forms and the B4G1F with video deal. Use your outdoor banners, pennant ropes, pump toppers, posters and window decals to make sure they know that your store is their onestop shop for Marlboro Cigarettes and Marlboro Unlimited.
2. **PLACE MARLBORO UNLIMITED MATERIALS IN HIGH VISIBILITY, HIGH TRAFFIC AREAS.** Make it easy for your customers to get the information and the materials they want. Use the area around the cash register for multipurpose cards, mini-catalogs and danglers. Experience has proven that effective POS means more sales!
3. **HAVE PLENTY OF SWEEPSTAKES ENTRY FORMS ON HAND.** You don't want your customers to have to look elsewhere, so make sure you have plenty of sweepstakes forms on hand.
4. **KEEP CATALOG DISPLAYS FILLED AND INCREASE YOUR CHANCE TO EARN POINTS.** Catalogs have trackable identification codes. Every time a customer places a gear order from a catalog they picked up in your store, YOU'LL get 1,000 points.
5. **PUT YOUR FULL SUPPORT BEHIND THE B4G1F WITH VIDEO OFFER.** Want to offer your customers something really unique? Feature B4G1F signage in prominent locations.

SNEAK PREVIEW

CHECK OUT SOME OF THE OTHER NEW ITEMS IN THE MARLBORO UNLIMITED GEAR CATALOG COMING IN JANUARY.

ON TRACK

FOR PARTICIPANTS IN MARLBORO UNLIMITED RETAILER REWARDS

MARLBORO PROMOTIONS: FROM UNSTOPPABLE TO UNLIMITED

The Adventure Team broke new ground. Country Store kept the momentum going. Now Marlboro Unlimited is full steam ahead.

The news is out: Marlboro Unlimited is under way! It's the biggest promotion yet from Marlboro, featuring a luxury, one-of-a-kind, custom-made train.

The message is literally everywhere: from billboards to bus shelters to taxi toppers, and in the November and December issues of major national magazines. Consumers are finding out about a truly unique sweepstakes that will give 2000 lucky smokers 21 years of age and over and their adult guests a chance to see and experience Marlboro Country as they roar through the West in 20 state-of-the-art railcars [illegible] Marlboro red and outfitted for luxury and entertainment.

It's the latest chapter in the history-making promotion adventure that began with the Marlboro Adventure Team.

Marlboro Unlimited Retailer Rewards

Marlboro is providing retailers with everything they need to make the most of this opportunity (see schedule below).

There's no doubt [illegible] about it. Retailers who show they're part of Marlboro Unlimited by keeping up POS materials throughout the promotion will be rewarded. They'll enjoy increased traffic, and a new Retailer Rewards program available only to Retail Masters.

Marlboro Unlimited Retailer Rewards gives Retail Masters a chance to collect points and to receive new Marlboro Unlimited Gear for displaying Marlboro POS. And that's not all! **Retailers will have the opportunity to win the ride of a lifetime, aboard the incredible Marlboro Unlimited.**

It's the chance of a lifetime. Thanks for getting on board!

A History of Success

It started in 1993 when Marlboro Adventure Team swept the nation with record-breaking consumer awareness and participation. Millions of adult smokers collected billions of Marlboro "miles" to get Marlboro Gear.

With the introduction of Marlboro Country Store in 1994, consumers continued to collect miles by buying Marlboro in record quantities.

The promotion momentum was unstoppable. And now, with the launch of the new 1995-1996 promotion, it has become "Unlimited." That means Unlimited *excitement* for consumers, and unlimited **opportunity** for retailers.

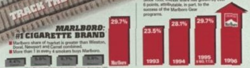
Marlboro Adventure Team 1993-1994

- 10 Adventure Team winners participated in an 11 day, 900 mile trek through Colorado and Utah
- First Marlboro Gear catalog introduced – 2 additional Gear catalogs followed
- Over 7 million orders
- Thousands of retailers participated in "Aisles and Miles," the first rewards program for retailers

Marlboro Country Store/Marlboro Gear 1994-1995

- "Best of the West" sweepstakes featured high-value items like a helicopter ski trip, a hot tub and a Chevy convertible
- Promotion offered Marlboro smokers an opportunity to get a limited edition pool table
- More than 4 million smokers redeemed miles to get the Gear
- Over two-thirds of all eligible retailers took part in Marlboro Country Store Retailer Rewards

TRACK THE GROWTH OF MARLBORO SHARE



THE SCHEDULE

Unlimited Support In Store for Marlboro Retailers

This promotion calendar is designed to keep the consumer momentum at full speed in your store. Check it out and you'll see we're going to make this promotion as big as the biggest cigarette brand in the world.

CONSUMER SWEEPSTAKES LAUNCH		UNLIMITED GEAR LAUNCH
November	**December**	**January**
Launch of Marlboro Unlimited Sweepstakes POS and entry forms now available at retail where legally permissible New POS display graphics featuring "The Train," "The Trip," "The Gear" Millions of B4G1F deals UPC changeover from Country Store to Marlboro Unlimited Miles [illegible] Marlboro Unlimited advertising on billboards, bus shelters and taxi tops	Outdoor media campaign: Marlboro Unlimited advertising takes over Marlboro advertising nationwide. Direct mailings [illegible] catalogs and sweepstakes entry forms Special edition [illegible] Marlboro Gear Marlboro Unlimited [illegible]	Launch of Marlboro Unlimited Gear Catalogs featuring [illegible] new items Millions of B4G1F with Video [illegible] More than 25 new POS pieces [illegible] on Marlboro Unlimited Gear New Gear-branded carton [illegible] appear on all cartons in January and February Outdoor advertising with [illegible] Unlimited Gear theme [illegible] bus shelters and taxi tops

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